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Chau et al.

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(54) **ACTIVITY ASSISTANT**

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See application file for complete search history.

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(57) **ABSTRACT**

Disclosed herein are methods and systems that relate to an “activity assistant” that provides users with dynamically-selected “activities” that are intelligently tailored to the user’s world. The subject technology receives the one or more global parameters of one or more selected activities. The subject technology further receives the one or more account-specific parameters of a selected user account. For the selected user account, and for each of the one or more selected activities, the subject technology: (a) determines one or more signals based at least in part on one or more of the global parameters of the selected activity and one or more of the account-specific parameters of the selected user account, and (b) uses the determined signals as a basis for determining an importance of the selected activity for the selected user.

20 Claims, 5 Drawing Sheets

